

<i>SERFF Tracking Number:</i>	<i>MUTM-126052818</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>United of Omaha Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>41684</i>
<i>Company Tracking Number:</i>	<i>STACEY PAYTON</i>		
<i>TOI:</i>	<i>MS06 Medicare Supplement - Other</i>	<i>Sub-TOI:</i>	<i>MS06.000 Medicare Supplement - Other</i>
<i>Product Name:</i>	<i>Medicare Supplement Advertising - UL4819</i>		
<i>Project Name/Number:</i>	<i>Medicare Supplement Advertising Letter/UL4819</i>		

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement SERFF Tr Num: MUTM-126052818 State: ArkansasLH

Advertising - UL4819

TOI: MS06 Medicare Supplement - Other SERFF Status: Closed State Tr Num: 41684

Sub-TOI: MS06.000 Medicare Supplement - Other Co Tr Num: STACEY PAYTON State Status: Filed-Closed

Filing Type: Advertisement Co Status: Reviewer(s): Stephanie Fowler

Author: Stacey Payton Disposition Date: 03/03/2009

Date Submitted: 02/27/2009 Disposition Status: Filed

Implementation Date Requested: Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Advertising Letter

Project Number: UL4819

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 03/03/2009

Deemer Date:

Filing Description:

Please see cover letter attached under the supporting documentation tab.

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 03/03/2009

Corresponding Filing Tracking Number:

Company and Contact

Filing Contact Information

Mike Trebold, Product & Advertising

mike.trebold@mutualofomaha.com

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Product Name: Medicare Supplement Advertising - UL4819
Project Name/Number: Medicare Supplement Advertising Letter/UL4819

Compliance Consultant

Regulatory Affairs (402) 351-2654 [Phone]
Omaha, NE 68175 (402) 351-5298[FAX]

Filing Company Information

United of Omaha Life Insurance Company	CoCode: 69868	State of Domicile: Nebraska
Mutual of Omaha Plaza	Group Code: 261	Company Type: Life Insurance
Omaha, NE 68175	Group Name:	State ID Number:
(402) 351-6420 ext. [Phone]	FEIN Number: 47-0322111	

SERFF Tracking Number: *MUTM-126052818* *State:* *Arkansas*
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Filing Fees

Fee Required? *Yes*
Fee Amount: *\$25.00*
Retaliatory? *No*
Fee Explanation:
Per Company: *No*

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$25.00	02/27/2009	26004989

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	03/03/2009	03/03/2009

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Disposition

Disposition Date: 03/03/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Item Type	Item Name	Item Status	Public Access
Supporting Document	Cover Letter	Accepted for Informational Purposes	Yes
Form	Medicare Supplement Advertising Letter	Filed	Yes

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Form Schedule

Lead Form Number: UL4819

Review Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed	UL4819	Advertising Medicare Supplement Advertising Letter	Initial			UL4819.pdf



Solve the Mystery of Medicare Supplement Insurance in One Easy Step

Understanding Medicare supplement insurance policies and Medicare can baffle just about anyone. That's why my mission is to listen to people who are ready for Medicare and are curious about what a Medicare supplement insurance policy can do for them. By listening, I educate people about their choices. I can help you, too.

Your one step to unlocking the mystery of Medicare is this: Call me at the number below. We'll make an appointment to meet so I can show you how Medicare and a Medicare supplement insurance policy work together to help pay your medical bills. And, I'll explain that a Medicare supplement insurance policy from United of Omaha Life Insurance Company has:

- low out-of-pocket costs
- competitive premiums
- fast claims service

We respect your right to privacy, so please contact me at the number below for more information about Medicare and a United of Omaha Medicare supplement insurance policy. Of course, there is no cost or obligation.

Sincerely,

[Agent Name]

[Address]

[City, ST ZIP]

[Phone Number]

This is a solicitation of insurance and an insurance agent will contact you by telephone.

Neither United of Omaha Life Insurance Company, nor its Medicare supplement insurance policies are connected with or endorsed by the U.S. government or the federal Medicare program. Medicare supplement insurance policies UM1, UM2, UM3, UM4, UM5 or state equivalent (in OK, UM1-21398, UM4-21399, UM5-21400) are underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. These policies have exclusions, limitations and reductions. United of Omaha Life Insurance Company is licensed in all states except NY. For cost and an outline of coverage contact your local United of Omaha insurance agent.

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Rate Information

Rate data does NOT apply to filing.

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Supporting Document Schedules

Satisfied -Name: Cover Letter **Review Status:** Accepted for Informational Purposes 03/03/2009

Comments:

Attachment:
AR Letter - App.pdf

UNITED of OMAHA

UNITED of OMAHA LIFE INSURANCE COMPANY
Mutual of Omaha Plaza
Omaha, NE 68175
402 342 7600



February 27, 2009

Arkansas Department of Insurance
Attn: Compliance - Life & Health
1200 West Third Street
Little Rock, AR 72201-1904

NAIC #261-69868
FEIN #47-0322111
United of Omaha Life Insurance Company
Medicare Supplement Advertising
UL4819

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

We request that any information in brackets be considered variable.

Your notice of acceptance of this filing will be greatly appreciated.

Thank you.

Sincerely,

Mike Trebold
Product and Advertising Compliance Consultant
Regulatory Affairs

Phone: 402-351-2654
Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

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